

ORDER

KSNV

Orders

Order / Rev: **107832**
 Alt Order #: 06862161
 Product Desc: NRSC/HELLER
 Estimate:
 Flight Dates: 10/10/12 - 10/20/12
 Original Date / Rev: 10/09/12 / 10/22/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact
 Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: **NRSC/ Heller for Senate** *Ransel*
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00 05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	48	\$36,300.00	\$30,855.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,300.00	\$30,855.00	0.00
Totals	48	\$36,300.00	\$30,855.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	26%	\$36,300.00
Market	100%	\$139,615.38

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$41,884.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$27,923.08
KTUD	1%	\$1,396.15
KVVU	18%	\$25,130.77
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,980.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--			2			\$450.00		0.00			

Order / Rev. 107632
 Alt Order #: 06862161
 Flight Dates: 10/10/12 - 10/20/12

Advertiser: NRSC/ Heller for Senate
 Product Desc: NRSC/HELLER
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$450.00		0.00			
E 3	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$600.00		0.00			
E 4	KSNV	10/11/12	10/12/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$600.00		0.00			
E 5	KSNV	10/12/12	10/12/12	Noon News Noon News	CM	12-1230pm	----F--	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$275.00		0.00			
E 6	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$275.00		0.00			
E 7	KSNV	10/16/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$225.00		0.00			
E 8	KSNV	10/11/12	10/11/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$225.00		0.00			
E 9	KSNV	10/11/12	10/11/12	The Doctors The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$225.00		0.00			
E 10	KSNV	10/15/12	10/16/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$225.00		0.00			
E 12	KSNV	10/11/12	10/11/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$300.00		0.00			
E 13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	----F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					2	\$450.00		0.00			
E 14	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	M-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$450.00		0.00			
E 15	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----		1			\$450.00		0.00				
E 16	KSNV	10/12/12	10/12/12	M-F Early News	CM	5-630p	----F--	:30	1	\$900.00	2	0.00	NM	1	\$900.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--		1			\$900.00		0.00				
E 17	KSNV	10/15/12	10/16/12	M-F Early News	CM	5-630p	MT-----	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----		2			\$900.00		0.00				
E 18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN-T-----		:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Jeopardy in Prime											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		1			\$750.00		0.00				
E 19	KSNV	10/11/12	10/11/12	M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.00	2	0.00	NM	0	\$0.00
				M-F Jeopardy											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---		1			\$750.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/08/12-10/14/12		M-F Jeopardy		630-7pm	---Th-----	:30		(\$750.00)		0.00	NM		
				Unresolved											
				[PGM CHG = JEOPARDY IN PRIME]											
E 20	KSNV	10/10/12	10/10/12	M-F Wheel	CM	7-730pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----		1			\$750.00		0.00				
E 21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIME	CM	M-SA 8-11p / SUN-T-----		:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Wheel in Prime											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		1			\$750.00		0.00				
E 23	KSNV	10/10/12	10/10/12	FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
				FacetoFace/Ralston Report											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----		1			\$450.00		0.00				
E 24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---		1			\$775.00		0.00				
E 25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.

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Advertiser: NRSC/ Heller for Senate
 Product Desc: NRSC/HELLER
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	KSNV	10/14/12	10/14/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$8,000.00		0.00						
E 41	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
SPORT NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$200.00		0.00						
N 42	KSNV	10/16/12	10/16/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	-T-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$725.00		0.00						
N 43	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$525.00		0.00						
Totals														48	\$36,300.00